

Rep Order# 9816426 Ver# 9 Status Revised
EC'd Yes

Traffic Order#

Printed: 09/21/2012 3:00 PM
Last Received: 09/21/2012 2:55 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product ROMNEY 4 PRESIDENT
Estimate# 71
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //71
Flight Dates 09/12/2012 - 09/18/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

***** Contract Coversheet *****

V.9 9/21

SEE LNS 22/29/30 FOR CREDITS TAKEN

PREVTT=93200 - REVTT=78950 - TOTAL CREDIT=14250

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--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

V.9 9/21
SEE LNS 22/29/30 FOR CREDITS TAKEN
PREVTT=93200 - REVTT=78950 - TOTAL CREDIT=14250
PLS CF - THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*22	SA	6P-630P	NEWS	:30	\$450.00	09/15-09/15	0	0	0	\$0.00	
				[CREDIT WAS TAKEN FOR SPOT ON 9/15 (1/WK)]								
				V9 Effective Dates Changed								
	*29	SU	1P-4P	BENGALS	:30	\$6,500.00	09/16-09/16	1	1	1	\$6,500.00	
				[CREDIT WAS TAKEN FOR SPOT ON 9/16 (2/WK)]								
				V9 Effective Dates Changed								
	*30	SU	630P-7P	NEWS	:30	\$800.00	09/16-09/16	0	0	0	\$0.00	
				[CREDIT WAS TAKEN FOR SPOT ON 9/16 (1/WK)]								
				V9 Effective Dates Changed								

---REPORT TOTALS---

Report Totals: 1 / \$6,500.00

---SALES MONTHLY TOTALS---

Sep 12: 78 / \$78,950.00

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3 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
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Estimate# 71
Buyer STEPHANIE KINCAID
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138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //71
Flight Dates 09/12/2012 - 09/18/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Sales Totals: 78 / \$78,950.00
Station Totals: 78 / \$78,950.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$272,241	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 32%
		WKRC 29%	WLWT 26%	WSTR 1%	WXIX 12%	

Books null
Demos RA35+

Rep Order# 9816426 Ver# 8 Status Returned
EC'd Yes

Traffic Order#

Printed: 09/17/2012 2:57 PM
Last Received: 09/11/2012 5:29 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product ROMNEY 4 PRESIDENT
Estimate# 71
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //71
Flight Dates 09/12/2012 - 09/18/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
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--- CONTRACT COMMENT ---

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--- REMARKS ---

pls see line 29 mg this week
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*22	SA	6P-630P	NEWS	:30	\$450.00	09/15-09/15	1	1	1	\$450.00	
		Station Remark: V8 1x na 9/15 no news mg sun 1135p-1205a ncir 9/16										
	*29	SU	1P-4P	BENGALS	:30	\$6,500.00	09/16-09/16	3	1	3	\$19,500.00	
		Station Remark: V8 2x na 9/16 mgoffer in remarksanother na for this ine 1x na 9/23 mg sun 4-7p 1x @ 5500. & wed-fri 12-12320p 2x @ 500.										
	*30	SU	630P-7P	NEWS	:30	\$800.00	09/16-09/16	1	1	1	\$800.00	
		Station Remark: V8 1x na 9/16 no news mg mon 9/17 12-1230p news 1x @ 500. & mon 9/17 4-430p news 1x @ 300.										

---REPORT TOTALS---

Report Totals: 5 / \$20,750.00

---SALES MONTHLY TOTALS---

Sep 12: 82 / \$93,200.00
Sales Totals: 82 / \$93,200.00

Rep Order# 9816426 Ver# 8 Status Returned
EC'd Yes

Traffic Order#

Printed: 09/17/2012 2:57 PM
Last Received: 09/11/2012 5:29 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 2

Station WKRC-TV CINCINNATI, OH
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Product ROMNEY 4 PRESIDENT
Estimate# 71
Buyer STEPHANIE KINCAID
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138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //71
Flight Dates 09/12/2012 - 09/18/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Station Totals: 82 / \$93,200.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$321,379	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	32%
		WKRC	29%	WLWT	26%	WSTR	1%	WXIX	12%		

Books null
Demos RA35+

Connell II, Jim

From: dncullah@wkrc.com
Sent: Friday, September 14, 2012 4:39 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Romney/R/President - 55687

Station: WKRC-TV

Order Information:
Order #: 55687
Order Total: \$93,200.00
Agency: American Rambler Pro
Advertiser: Romney/R/President
Product: ROMNEY 4 PRESIDENT
Alternate Order #: 09816426
Estimate #: 71
Flight Dates: 09/12/12 - 09/18/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (55687-29-3) :
Rate: \$6,500.00
Air Date: Sun 09/16/12
Eligible Days: -----Su
Inventory Code: Bengals vs Cleveland
Inventory Description: Bengals vs Cleveland 9/16
Inventory Code Time: 1:00 PM-4:00 PM
Spot Type: NM
Restricted: Earliest start: 1:00:00 PM, Latest end: 4:00:00 PM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible/No MG
Preempt Reason: No Avail

1x Sun 4-7P or
9/13 @ \$1500 \$
2x Wed. Fri 12-12:30P
@ \$500 each w/ 9/17

Rep Order# 9816426 Ver# 6 Status Returned
EC'd Yes

Traffic Order#

Printed: 09/14/2012 10:38 AM
Last Received: 09/11/2012 5:29 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product ROMNEY 4 PRESIDENT
Estimate# 71
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //71
Flight Dates 09/12/2012 - 09/18/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

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--- REMARKS ---

mg for line 29

1x na mg mon 9/17 10-11p 1x @ 2,500. hawaii 50, mon 8-9p
9/17 8-9p 1x @ 2,000. mother finale rebroadcast, & mon 9/17
12-1230p news 1x @ 500. Sun 9/16 10-11p 1x @ 1,500. mentali
1x na 9/16 mg sun 9/16 4-7p 1x @ 5,500. jets @ steelers &
sat 9/15 1x @ 1,000. 8-9p crimetime
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*22	SA	6P-630P	NEWS	:30	\$450.00	09/15-09/15	1	1	1	\$450.00	
				Station Remark: V6 1x na 9/15 no news mg sun 1135p-1205a ncir 9/16								
	*29	SU	1P-4P	BENGALS	:30	\$6,500.00	09/16-09/16	3	1	3	\$19,500.00	
				Station Remark: V6 2x na 9/16 mgoffer in remarks								
	*30	SU	630P-7P	NEWS	:30	\$800.00	09/16-09/16	1	1	1	\$800.00	
				Station Remark: V6 1x na 9/16 no news mg mon 9/17 12-1230p news 1x @ 500. & mon 9/17 4-430p news 1x @ 300.								

---REPORT TOTALS---

Report Totals: 5 / \$20,750.00

---SALES MONTHLY TOTALS---

Rep Order# 9816426 Ver# 6 Status Returned
EC'd Yes

Traffic Order#

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2 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product ROMNEY 4 PRESIDENT
Estimate# 71
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //71
Flight Dates 09/12/2012 - 09/18/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Sep 12: 82 / \$93,200.00
Sales Totals: 82 / \$93,200.00
Station Totals: 82 / \$93,200.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$321,379	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 32%
		WKRC 29%	WLWT 26%	WSTR 1%	WXIX 12%	

Books null
Demos RA35+

Connell II, Jim

From: jconnell@local12.com
Sent: Friday, September 14, 2012 9:40 AM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Romney/R/President - 55687

Station: WKRC-TV

Order Information:

Order #: 55687
Order Total: \$93,200.00
Agency: American Rambler Pro
Advertiser: Romney/R/President
Product: ROMNEY 4 PRESIDENT
Alternate Order #: 09816426
Estimate #: 71
Flight Dates: 09/12/12 - 09/18/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (55687-29-2):

Rate: \$6,500.00
Air Date: Sun 09/16/12
Eligible Days: -----Su
Inventory Code: Bengals vs Cleveland
Inventory Description: Bengals vs Cleveland 9/16
Inventory Code Time: 1:00 PM-4:00 PM
Spot Type: NM
Restricted: Earliest start: 1:00:00 PM, Latest end: 4:00:00 PM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible/No MG
Preempt Reason: Preempted by NSM

*1x Mon 10-11P or Mon 12-12:30P or
9/17 @ 2500, 1x Mon 9/17 @ 2000
8-9P or 9/17 @ 2000 9/16 @ 1500 \$
1x Sun 10-11P or Mon 12-12:30P or
Mon 9/17 @ 1500*

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Friday, September 14, 2012 9:10 AM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Romney/R/President - 55687

Station: WKRC-TV

Order Information:

Order #: 55687
Order Total: \$93,200.00
Agency: American Rambler Pro
Advertiser: Romney/R/President
Product: ROMNEY 4 PRESIDENT
Alternate Order #: 09816426
Estimate #: 71
Flight Dates: 09/12/12 - 09/18/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (55687-29-1):

Rate: \$6,500.00
Air Date: Sun 09/16/12
Eligible Days: -----Su
Inventory Code: Bengals vs Cleveland
Inventory Description: Bengals vs Cleveland 9/16
Inventory Code Time: 1:00 PM-4:00 PM
Spot Type: NM
Restricted: Earliest start: 1:00:00 PM, Latest end: 4:00:00 PM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible/No MG
Preempt Reason: No Avail

1x Sun 4-7P w 9/16 @
550 \$ 1x Sat 8-9P
on 9/15 @ 1000

Rep Order# 9816426 Ver# 4 Status Returned
EC'd Yes

Traffic Order#

Printed: 09/13/2012 3:52 PM
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1 of 2

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Advertiser () POLITICAL
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Estimate# 71
Buyer STEPHANIE KINCAID
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--- REMARKS ---

pls see lines 22 & 30
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*22	SA	6P-630P	NEWS	:30	\$450.00	09/15-09/15	1	1	1	\$450.00	
		Station Remark: V4 1x na 9/15 no news mg sun 1135p-1205a ncir 9/16										
	*30	SU	630P-7P	NEWS	:30	\$800.00	09/16-09/16	1	1	1	\$800.00	
		Station Remark: V4 1x na 9/16 no news mg mon 9/17 12-1230p news 1x @ 500. & mon 9/17 4-430p news 1x @ 300.										

---REPORT TOTALS---

Report Totals: 2 / \$1,250.00

---SALES MONTHLY TOTALS---

Sep 12: 82 / \$93,200.00
Sales Totals: 82 / \$93,200.00
Station Totals: 82 / \$93,200.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$321,379	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	32%
		WKRC	29%	WLWT	26%	WSTR	1%	WXIX	12%		

Rep Order# 9816426 Ver# 4 Status Returned
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Estimate# 71
Buyer STEPHANIE KINCAID
Phone#
Fax#

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Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Books null
Demos RA35+

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Wednesday, September 12, 2012 1:12 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Romney/R/President - 55687

Station: WKRC-TV

Order Information:

Order #: 55687
Order Total: \$93,200.00
Agency: American Rambler Pro
Advertiser: Romney/R/President
Product: ROMNEY 4 PRESIDENT
Alternate Order #: 09816426
Estimate #: 71
Flight Dates: 09/12/12 - 09/18/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (55687-22-1):

Rate: \$450.00
Air Date: Sat 09/15/12
Eligible Days: -----Sa--
Inventory Code: 6pm Local 12 News Sat
Inventory Description: 6pm Local 12 News Sat
Inventory Code Time: 6:00 PM-6:30 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: Program Change -No Return

*1x Sat 11:30P-12:30A
on 9/16 News*

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Wednesday, September 12, 2012 1:21 PM
To: Connell II, Jim; Williams, Lynda
Cc: Hanning, Jim
Subject: Spot - Preempt: Romney/R/President - 55687

Station: WKRC-TV

Order Information:

Order #: 55687
Order Total: \$93,200.00
Agency: American Rambler Pro
Advertiser: Romney/R/President
Product: ROMNEY 4 PRESIDENT
Alternate Order #: 09816426
Estimate #: 71
Flight Dates: 09/12/12 - 09/18/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (55687-30-1):

Rate: \$800.00
Air Date: Sun 09/16/12
Eligible Days: -----Su
Inventory Code: 630p Local 12 News Sun
Inventory Description: 630p Local 12 News Sun
Inventory Code Time: 6:30 PM-7:00 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: Program Change -No Return

*1x Mon 12-12:30p
9/17 @ \$500
1x Mon 4-4:30p
9/17 @ \$300*

Spot Manager: Placed, 09/12/12-09/18/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 55687												
Line: 1												
09/12/12	Wednesday	5:57:31 AM	:30	\$250.00	2012MR	6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	ROMNEY 4 PRESIDENT 71		P-3	4	MWASH-
09/13/12	Thursday	9:09:58 AM	:30	\$250.00	2012MR	6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	ROMNEY 4 PRESIDENT 71		P-3	3	MWASH-
09/14/12	Friday	9:27:56 AM	:30	\$250.00	2012-MF	6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	ROMNEY 4 PRESIDENT 71		P-3	5	MWASH-
09/17/12	Monday	9:28:04 AM	:30	\$250.00	2012-MF	6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	ROMNEY 4 PRESIDENT 71		P-3	1	MWASH-
09/18/12	Tuesday	9:09:05 AM	:30	\$250.00	2012-MF	6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	ROMNEY 4 PRESIDENT 71		P-3	2	MWASH-
											5	
Line: 2												
09/12/12	Wednesday	4:40:03 AM	:30	\$250.00	2012MR	6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 71		P-3	1	MWASH-
09/13/12	Thursday	4:44:40 AM	:30	\$250.00	2012MR	6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 71		P-3	5	MWASH-
09/14/12	Friday	5:52:25 AM	:30	\$250.00	2012-MF	6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 71		P-3	2	MWASH-
09/17/12	Monday	5:52:39 AM	:30	\$250.00	2012-MF	6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 71		P-3	3	MWASH-
09/18/12	Tuesday	4:43:37 AM	:30	\$250.00	2012MR	6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 71		P-3	4	MWASH-
											5	
Line: 3												
09/12/12	Wednesday	7:58:55 AM	:30	\$125.00	2012MR	CBS This Morning	(7:00:00 AM-8:00:00 AM)	ROMNEY 4 PRESIDENT 71		P-3	5	MWASH-
09/13/12	Thursday	7:29:27 AM	:30	\$125.00	2012MR	CBS This Morning	(7:00:00 AM-8:00:00 AM)	ROMNEY 4 PRESIDENT 71		P-3	2	MWASH-
09/14/12	Friday	7:41:35 AM	:30	\$125.00	2012-MF	CBS This Morning	(7:00:00 AM-8:00:00 AM)	ROMNEY 4 PRESIDENT 71		P-3	3	MWASH-
09/17/12	Monday	7:25:20 AM	:30	\$125.00	2012-MF	CBS This Morning	(7:00:00 AM-8:00:00 AM)	ROMNEY 4 PRESIDENT 71		P-3	4	MWASH-
09/18/12	Tuesday	7:24:57 AM	:30	\$125.00	2012-MF	CBS This Morning	(7:00:00 AM-8:00:00 AM)	ROMNEY 4 PRESIDENT 71		P-3	1	MWASH-
											5	
Line: 4												
09/12/12	Wednesday	8:53:31 AM	:30	\$125.00	2012MR	CBS This Morning	(8:00:00 AM-9:00:00 AM)	ROMNEY 4 PRESIDENT 71		P-3	5	MWASH-
09/13/12	Thursday	8:53:31 AM	:30	\$125.00	2012MR	CBS This Morning	(8:00:00 AM-9:00:00 AM)	ROMNEY 4 PRESIDENT 71		P-3	4	MWASH-
09/14/12	Friday	8:43:54 AM	:30	\$125.00	2012-MF	CBS This Morning	(8:00:00 AM-9:00:00 AM)	ROMNEY 4 PRESIDENT 71		P-3	2	MWASH-
09/17/12	Monday	8:43:54 AM	:30	\$125.00	2012-MF	CBS This Morning	(8:00:00 AM-9:00:00 AM)	ROMNEY 4 PRESIDENT 71		P-3	3	MWASH-
09/18/12	Tuesday	8:59:25 AM	:30	\$125.00	2012MR	CBS This Morning	(8:00:00 AM-9:00:00 AM)	ROMNEY 4 PRESIDENT 71		P-3	1	MWASH-
											5	
Line: 5												
09/12/12	Wednesday	11:58:54 AM	:30	\$450.00	2012MR	The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT 71		P-2	4	MWASH-
09/13/12	Thursday	11:58:54 AM	:30	\$450.00	2012MR	The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT 71		P-2	5	MWASH-
09/14/12	Friday	11:58:55 AM	:30	\$450.00	2012-MF	The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT 71		P-2	3	MWASH-
09/18/12	Tuesday	11:29:25 AM	:30	\$450.00	2012MR	The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT 71		P-2	2	MWASH-
09/18/12	Tuesday	11:59:25 AM	:30	\$450.00	2012-MF	The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT 71		P-2	1	MWASH-
											5	
Line: 6												
09/12/12	Wednesday	12:11:45 PM	:30	\$500.00	2012MR	Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 71		P-2	2	MWASH-
09/13/12	Thursday	12:29:10 PM	:30	\$500.00	2012MR	Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 71		P-2	3	MWASH-
09/14/12	Friday	12:27:31 PM	:30	\$500.00	2012-MF	Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 71		P-2	5	MWASH-
09/17/12	Monday	12:07:51 PM	:30	\$500.00	2012-MF	Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 71		P-2	4	MWASH-
09/18/12	Tuesday	12:12:30 PM	:30	\$500.00	2012-MF	Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 71		P-2	1	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: Placed, 09/12/12-09/18/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Romney/R/President

Agency: American Rambler Pro

Station: WKRC-TV

Order: 55687

Line: 6

				\$2,500.00							5	
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Line: 7

09/12/12	Wednesday	:08:03 PM	:30	\$750.00	2012MR	5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PROMNEY 4 PRESIDENT 71		P-2	4	MWASH
09/13/12	Thursday	:23:24 PM	:30	\$750.00	2012MR	5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PROMNEY 4 PRESIDENT 71		P-2	3	MWASH
09/14/12	Friday	:23:58 PM	:30	\$750.00	2012-MF	5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PROMNEY 4 PRESIDENT 71		P-2	2	MWASH
09/17/12	Monday	:36:56 PM	:30	\$750.00	2012-MF	5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PROMNEY 4 PRESIDENT 71		P-2	5	MWASH
09/18/12	Tuesday	:08:29 PM	:30	\$750.00	2012MR	5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PROMNEY 4 PRESIDENT 71		P-2	1	MWASH

				\$3,750.00							5	
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Line: 8

09/12/12	Wednesday	:41:12 PM	:30	\$800.00	2012MR	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 71		P-2	3	MWASH
09/13/12	Thursday	:57:31 PM	:30	\$800.00	2012MR	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 71		P-2	5	MWASH
09/14/12	Friday	:51:27 PM	:30	\$800.00	2012-MF	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 71		P-2	4	MWASH
09/17/12	Monday	:50:40 PM	:30	\$800.00	2012-MF	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 71		P-2	1	MWASH
09/18/12	Tuesday	:37:19 PM	:30	\$800.00	2012-MF	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 71		P-2	2	MWASH

				\$4,000.00							5	
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Line: 9

09/12/12	Wednesday	:24:09 PM	:30	\$900.00	2012MR	6p Local 12 News at Six	6:00 PM-6:30 PM	ROMNEY 4 PRESIDENT 71		P-2	4	MWASH
09/13/12	Thursday	:24:37 PM	:30	\$900.00	2012MR	6p Local 12 News at Six	6:00 PM-6:30 PM	ROMNEY 4 PRESIDENT 71		P-2	5	MWASH
09/14/12	Friday	:14:34 PM	:30	\$900.00	2012-MF	6p Local 12 News at Six	6:00 PM-6:30 PM	ROMNEY 4 PRESIDENT 71		P-2	3	MWASH
09/17/12	Monday	:27:10 PM	:30	\$900.00	2012-MF	6p Local 12 News at Six	6:00 PM-6:30 PM	ROMNEY 4 PRESIDENT 71		P-2	2	MWASH
09/18/12	Tuesday	:24:21 PM	:30	\$900.00	2012MR	6p Local 12 News at Six	6:00 PM-6:30 PM	ROMNEY 4 PRESIDENT 71		P-2	1	MWASH

				\$4,500.00							5	
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Line: 10

09/12/12	Wednesday	:45:35 PM	:30	\$850.00	2012MR	M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 71		P-2	1	MWASH
09/14/12	Friday	:54:55 PM	:30	\$850.00	2012-MF	M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 71		P-2	2	MWASH
09/14/12	Friday	:39:03 PM	:30	\$850.00	2012-MF	M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 71		P-2	3	MWASH
09/17/12	Monday	:41:04 PM	:30	\$850.00	2012-MF	M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 71		P-2	6	MWASH
09/17/12	Monday	:55:36 PM	:30	\$850.00	2012-MF	M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 71		P-2	4	MWASH
09/18/12	Tuesday	:45:38 PM	:30	\$850.00	2012-MF	M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 71		P-2	5	MWASH

				\$5,100.00							6	
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Line: 11

09/12/12	Wednesday	:30:10 PM	:30	\$1,800.00	2012MR	11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 71		P-2	2	MWASH
09/13/12	Thursday	:22:24 PM	:30	\$1,800.00	2012MR	11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 71		P-2	4	MWASH
09/14/12	Friday	:17:12 PM	:30	\$1,800.00	2012-MF	11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 71		P-2	5	MWASH
09/17/12	Monday	:26:10 PM	:30	\$1,800.00	2012-MF	11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 71		P-2	1	MWASH
09/18/12	Tuesday	:34:31 PM	:30	\$1,800.00	2012MR	11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 71		P-2	3	MWASH

				\$9,000.00							5	
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Line: 12

09/18/12	Tuesday	:59:24 PM	:30	\$3,500.00	2012MR	Tue Reg 1	8:00 PM-9:00 PM	ROMNEY 4 PRESIDENT 71		P-2	1	MWASH
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Spot Manager: Placed, 09/12/12-09/18/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 55687												
Line: 12												
				\$3,500.00							1	
Line: 13												
09/18/12	Tuesday	4:46:36 PM	:30	\$3,000.00	2012-MFTue	Reg 2	9:00 PM-10:00 PM	ROMNEY 4 PRESIDENT 71		P-2	1	MWASH-
				\$3,000.00							1	
Line: 14												
09/12/12	Wednesday	2:27:37 PM	:30	\$5,000.00	2012MR Wed	Reg 2	9:00 PM-10:00 PM	ROMNEY 4 PRESIDENT 71		P-2	1	MWASH-
				\$5,000.00							1	
Line: 15												
09/12/12	Wednesday	3:33:59 PM	:30	\$3,500.00	2012MR Wed	Reg 3	10:00 PM-11:00 PM	ROMNEY 4 PRESIDENT 71		P-2	1	MWASH-
				\$3,500.00							1	
Line: 16												
09/13/12	Thursday	3:19:52 PM	:30	\$4,000.00	2012MR Thu	Reg 1	8:00 PM-9:00 PM	ROMNEY 4 PRESIDENT 71		P-2	1	MWASH-
				\$4,000.00							1	
Line: 17												
09/14/12	Friday	3:34:46 PM	:30	\$2,500.00	2012-MFFri	Reg 3	10:00 PM-11:00 PM	ROMNEY 4 PRESIDENT 71		P-2	1	MWASH-
				\$2,500.00							1	
Line: 18												
09/15/12	Saturday	3:14:04 AM	:30	\$225.00	2012-MF6a-8a	Local 12 News S	6:00:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 71		P-2	1	MWASH-
				\$225.00							1	
Line: 19												
09/15/12	Saturday	7:42:11 AM	:30	\$225.00	2012-MF6a-8a	Local 12 News S	7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 71		P-2	1	MWASH-
				\$225.00							1	
Line: 20												
09/15/12	Saturday	3:26:03 AM	:30	\$350.00	2012-MFCBS	This Morning Satu	8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 71		P-2	1	MWASH-
				\$350.00							1	
Line: 21												
09/15/12	Saturday	3:29:10 AM	:30	\$350.00	2012-MFCBS	This Morning Satu	9:00:00 AM-10:00:00	ROMNEY 4 PRESIDENT 71		P-2	1	MWASH-
				\$350.00							1	
Line: 23												
09/15/12	Saturday	3:31:41 PM	:30	\$1,000.00	2012-MFSat	Reg 1	8:00 PM-9:00 PM	ROMNEY 4 PRESIDENT 71		P-2	1	MWASH-
				\$1,000.00							1	
Line: 24												
09/15/12	Saturday	1:22:49 PM	:30	\$1,800.00	2012-MF11p	M-Su Local 12 New	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 71		P-2	1	MWASH-
09/15/12	Saturday	1:33:29 PM	:30	\$1,800.00	2012-MF11p	M-Su Local 12 New	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 71		P-2	2	MWASH-
				\$3,600.00							2	
Line: 25												
09/16/12	Sunday	3:57:23 AM	:30	\$450.00	2012-MFCBS	Sun Morning	9:00:00 AM-9:30:00 A	ROMNEY 4 PRESIDENT 71		P-2	1	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: Placed, 09/12/12-09/18/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 55687												
Line: 25												
				\$450.00							1	
Line: 26												
09/16/12	Sunday	29:52 AM	:30	\$450.00		2012-MFCBS Sun Morning	(9:30:00 AM-10:00:00	ROMNEY 4 PRESIDENT 71		P-2	1	MWASH-
				\$450.00							1	
Line: 27												
09/16/12	Sunday	54:19 AM	:30	\$450.00		2012-MFCBS Sun Morning	(10:00:00 AM-10:30:00	ROMNEY 4 PRESIDENT 71		P-2	1	MWASH-
				\$450.00							1	
Line: 28												
09/16/12	Sunday	29:27 AM	:30	\$400.00		2012-MF Face the Nation	10:30 AM-11:00 AM	ROMNEY 4 PRESIDENT 71		P-2	1	MWASH-
				\$400.00							1	
Line: 31												
09/16/12	Sunday	16:37 PM	:30	\$2,500.00		2012-MF Sun Reg 1	7:00 PM-8:00 PM	ROMNEY 4 PRESIDENT 71		P-2	2	MWASH-
09/16/12	Sunday	34:31 PM	:30	\$2,500.00		2012-MF Sun Reg 1	7:00 PM-8:00 PM	ROMNEY 4 PRESIDENT 71		P-2	1	MWASH-
				\$5,000.00							2	
Line: 32												
09/16/12	Sunday	1:49:43 PM	:30	\$1,800.00		2012-MF 11p M-Su Local 12 New	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 71		P-2	2	MWASH-
09/16/12	Sunday	2:09:40 XM	:30	\$1,800.00		2012-MF 11p M-Su Local 12 New	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 71		P-2	1	MWASH-
				\$3,600.00							2	
				\$72,450.00							77	
				\$72,450.00							77	
				\$72,450.00							77	
				\$72,450.00							77	
				\$72,450.00							77	
				\$72,450.00							77	

[Filtered by:] [Sorted by: Station]